

Kim Sudhalter <kim@urbanlegendpr.com>

Ma  
y  
13

to me, Sylvia, Deny

Hi Don:

I know you are preparing a response to Anat. Thought I'd address her three points for you with solid data, for you to use as you see fit.

1. **Social Media.** We are way ahead or completely on par with comparable BIDs, established well before us. We are also way ahead of Anat's business.

	Melrose Ave	Hollywood BID	Downtown Santa Monica	Fashion District	Sandbox / Bugatta
Twitter	32,000 followers	1197 followers	12,000 followers	10,000 followers	17 followers
Instagram	8074 followers	932 followers	4801 followers	27,800 followers	1354 followers
Facebook	9636 likes	2298 likes	16,207 likes	53,202 likes	3772 likes
Year Social Media Presence Established?	2014	2011	2011	2011	2011

2. **Articles:** Our focus has been primarily on social as our audience is young and doesn't engage with traditional media. We have seen a significant increase in foot traffic over the last year or so, due to our social media activities. We have also seen a large increase in web traffic, coming directly from our blogs and social. We commission an average of **80 articles a year** written about Melrose restaurants, stores, theatres, etc., and boost each one with paid advertising. Each story brings new followers and visitors. Now that tourist numbers to L.A. are finally on the rise again, we are working on reaching those audiences through social media and more traditional story placement in international media.
3. **Window Sticker for Melrose:** We created the exact stickers Anat asked for and went store to store, asking if they'd like to display it in their window. About 5% said yes, the rest said no. We still have more and would be happy to try again. For the most part, stores were not interested.

Let me know if you need anything further.